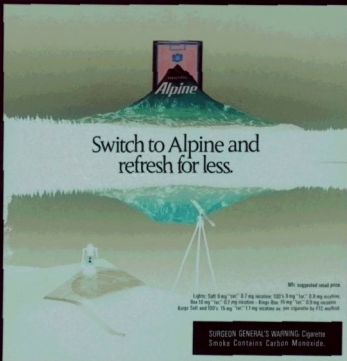


LEO BURNETT USA
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Ad No. FS1117-03 - (TELESCOPE) - Reg. No. M19581 - Page, 4/C - (8
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MTL suggested retail price.

Light: Soft 9 mg "tar," 0.7 mg nicotine; 100's 9 mg "tar," 0.8 mg nicotine.
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Kings Soft and 100's 10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
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Scissors and tear along the line below the mountain scene. Cut out the coupon and place it in the envelope provided. Attach 10 pack proofs of purchase to the coupon. Mail to: Alpine T-Shirt, P.O. Box 1000, Alpine, CA 94501.

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